

Rep Order#	6847487	Ver#	1	Status	New	Traffic Order#	08/30/2012 9:03 PM
							Printed:
							1 of 2

**Last Received:** 08/29/2012 9:15 AM

### Showing Buylines: All Lines

**Station** WVBT-TV NORFOLK, VA.  
**Advertiser** ( ) N.R.C.C. IE  
**Product** N.R.C.C. IE  
**Estimate#** 2962  
**Buyer** Tracey Robinson  
**Phone#**  
**Fax#**

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Agency C/P1/P2/E 155/426/2962  
Flight Dates 10/19/2012 - 10/25/2012  
Hiatus Weeks  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

**-- CONTRACT COMMENT --**

CLIENT: NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE SC=\*

**-- REMARKS --**

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$10,700  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

EC'd Yes    Last Received: 08/29/2012 9:15 AM    Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.    Agency (    ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm    Sales Office (    ) PHILADELPHIA  
Advertiser (    ) N.R.C.C. IE    & PLACEMENT, 815 SLATER LANE    Salesperson (    ) ANJIE BRADY  
Product N.R.C.C. IE    ALEXANDRIA, VA 22314  
Estimate# 2962    Agency C/P1/P2/E 155/426/2962    Salesperson Phone# 215-567-6005  
Buyer Tracey Robinson    Flight Dates 10/19/2012 - 10/25/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	8	SA	10P-1045P	WVBT FOX NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
Rating: 5.0												
	9	SU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/21-10/21	1	1	1	\$700.00	
Rating: 4.0												
	10	SU	1045P-11P	SPORTSWRAPWKND	:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
Rating: 2.0												

---REPORT TOTALS---  
Report Totals: 10 / \$10,700.00

---SALES MONTHLY TOTALS---  
  
Oct 12: 10 / \$10,700.00  
Sales Totals: 10 / \$10,700.00  
Station Totals: 10 / \$10,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,333			
CATV 0%	WAVY 48%	WGNT 3%	WPXV 0%	WTKR 11%
WTVZ 4%	WVBT 15%	WVEC 19%		

---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA3564

--- CREDIT RISK ---  
CASH IN ADVANCE